

ISPO
BrandNew 
Presented by YKK

ISPO 2026

ISPO BRANDNEW

WHERE THE NEXT GENERATION OF SPORTS BRANDS BREAK THROUGH

ISPO BrandNew is the dedicated innovation village at ISPO 2026, the world's largest sports, outdoor and winter sports trade show.

Created specifically for ambitious start-ups and scale-ups, ISPO BrandNew gives emerging brands an affordable, high-impact platform to present their latest products directly to the people who matter most - **retail buyers, distributors, major brands and investors**.

Located in its own dedicated hall, with the Retailer Lounge positioned alongside, ISPO BrandNew ensures qualified, high-value traffic and genuine commercial conversations.

If you're ready to grow, this is where you get seen.

WHY EXHIBIT AT ISPO BRANDNEW?

Direct access to buyers

- Meet specialist retailers and distributors actively sourcing new products
- Generate wholesale orders and open new markets

Investor visibility

- Connect with investors and strategic partners looking for the next breakthrough brand

Dedicated innovation environment

- Exhibit among like-minded emerging brands in a curated village
- Stand out without competing against global corporations

Affordable entry to ISPO

- Professional presence at a fraction of the cost of a full stand

Proven launchpad for success

- Follow in the footsteps of former ISPO BrandNew winners including **GoPro, Nixon, Naish Kites, Maloja** and **On** — brands that now shape the global market

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YOUR ISPO BRANDNEW PACKAGE - €2,750

THE BRANDNEW PACKAGE INCLUDES EVERYTHING YOU NEED TO SHOWCASE YOUR BRAND PROFESSIONALLY, INCLUDING PRE-EVENT MARKETING AND SUPPORT.

THE STAND

- 2m x 2m fully built showcase pod
- 2 chairs
- 1 high table
- Company logo
- Power socket
- Lighting
- Simply bring your products and your story

SUPPORT PACKAGE

- All participants in the ISPO BrandNew showcase will also benefit from our pre-event support package which includes a series of 3 pre-event webinars:
 - Making the most out of exhibiting at ISPO 2026
 - Investor Readiness & Capital Strategy
 - From Innovation to Scaling

MARKETING COVERAGE

- Brand listing on the ISPO website
- Online show guide listing for each brand
- Brand event app listing
- Announcement of ISPO BrandNew showcase & awards as well as key milestones on all ISPO channels, including:
 - LinkedIn - 38,000 followers
 - Instagram - 30,000 followers
 - Facebook - 91,000 followers
 - ISPO Newsletter – 133,000s
- Press releases to be distributed to all key media outlets

ISPO BRANDNEW AWARDS

All participants in ISPO BrandNew will be eligible and strongly encouraged to enter the ISPO BrandNew Awards for additional exposure to this highly valuable audience.

WHY SHOULD APPLY?

ISPO BrandNew is designed for innovative sports, outdoor and active lifestyle businesses that are ready to scale.

Eligibility criteria:

- Company established within the last 5 years
- Fewer than 50 employees
- Annual turnover under €1 Million
- Innovative product, technology or business model
- Market-ready products (not concepts or prototypes only)

*Please note, brands will be permitted to exhibit in the ISPO BrandNew showcase for 2 years. After this, they will be invited to graduate to a full exhibition stand at a preferential rate for their first year.

*Please note, a fee of €195 for Public Liability Insurance will be added to all contracts. This fee can be waived if you supply your own insurance documents.





THE ISPO BRANDNEW AWARDS & PITCHING COMPETITION

Entries close October 4th

All exhibitors in the ISPO BrandNew showcase can apply for the ISPO BrandNew Awards — the industry's most established start-up recognition programme.

Following online applications and expert pre-judging, shortlisted brands pitch live on the BrandNew Launchpad stage in front of retailers, investors and media.

CATEGORIES

ISPO BrandNew exhibitors can enter their products/services into the categories below:

- Performance & Equipment
- Health & Longevity
- Retail, Digital & Software Innovation
- Sustainability & Materials
- Outdoor & Adventure

Up to 3 shortlisted applicants will pitch live on the BrandNew Launchpad during ISPO 2026. Winners will be announced on the BrandNew Launchpad stage during ISPO 2026.

WINNERS RECEIVE

- A free stand at ISPO 2027
- Major PR and social media exposure
- Industry credibility
- Business support opportunities
- Increased investor interest

It's not just visibility — it's a genuine springboard for long-term growth.

READY TO ACCELERATE YOUR GROWTH?

Join the brands shaping the future of sport. Secure your pod and put your innovation in front of the buyers and investors who can transform your business.

Apply now for ISPO BrandNew - <https://www.ispo.com/brandnew>

BORN
ACCELERATORS